

Amendments to the Claims:

Please amend the claims as follows:

- 1-35. (canceled)
36. (currently amended) An advertising system, comprising:
a ~~floor~~ modifiable electronic display configured to occupy an area of a floor;
at least one motion sensor for detecting motion;
a memory comprising instructions for illuminating the electronic display; and
a controller, that is in electrical connection with the electronic display, the sensor and the memory and that reads the memory and activates the electronic display in response to a signal from the sensor.
37. (currently amended) The advertising system of claim 36, wherein the at least one motion sensor senses motion proximal to the electronic display.
38. (previously presented) The advertising system of claim 36, further comprising a direct current power source that powers the controller.
39. (currently amended) The advertising system of claim 36, wherein the memory instructions further comprise instructions for instructing the controller to illuminate the electronic display in a first pattern and a second pattern.
40. (previously presented) The advertising system of claim 36, further comprising a speaker for broadcasting sounds which is in electrical communication with the controller and wherein the memory further comprises sound instructions for broadcasting a first sound.
41. (previously presented) The advertising system of claim 36, wherein the controller reads the memory sound instructions and activates the speaker to broadcast the first sound in response to a signal from the sensor.

42. (currently amended) A method of advertising, comprising:
~~illuminating a floor~~ displaying a first visual content on a modifiable electronic display
configured to occupy an area of a floor according to a first pattern;
sensing motion; and
~~illuminating~~ displaying a second visual content on the electronic display according to a
~~second pattern~~ when motion is sensed.
43. (currently amended) The method of claim 42 wherein sensing motion comprises sensing motion in an area proximal to the electronic display.
44. (previously presented) The method of claim 42, further comprising sensing that the motion has stopped.
45. (previously presented) The method of claim 42, further comprising receiving an interface signal from an interface switch.
46. (currently amended) The method of claim 45, further comprising ~~illuminating~~ displaying a third visual content on the electronic display according to a third pattern after receiving the interface signal.
47. (previously presented) The method of claim 42, further comprising broadcasting a first sound through a speaker.
48. (canceled)
49. (currently amended) The method of claim 46, wherein sensing motion comprises sensing motion in an area proximal to the electronic display.

50. (previously presented) The method of claim 46, further comprising sensing that the motion has stopped.

51. (previously presented) The method of claim 46, further comprising broadcasting a first sound through a speaker.

52. (currently amended) A system for conveying information, comprising:

a ~~floor~~ modifiable electronic display configured to occupy an area of a floor;

a speaker;

at least one motion sensor;

a memory comprising instructions for ~~illuminating~~ displaying visual content on an the electronic electroluminescent display and for creating a sound to be broadcast by the speaker; and

a controller, that is in electrical connection with the electronic display, the speaker, the sensor and the memory, the controller executing the memory instructions in response to a motion sensed signal from the sensor to ~~illuminate~~ display a first visual content pattern on the electronic electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

53. (currently amended) The system of claim 52, further comprising an interface unit which is in electrical communication with the controller and wherein the controller executes the memory instructions in response to a signal from the interface unit to ~~illuminate~~ display a second visual content pattern on the ~~electroluminescent~~ electronic display and to broadcast a first sound through the speaker in response to the signal.

54. (currently amended) A display system, comprising:

a modifiable electronic a-floor display device configured to occupy an area of a floor;

at least one motion sensor;

a controller coupled to the at least one motion sensor and the ~~floor~~ electronic display device; and

a memory coupled to the controller;

wherein the controller activates the ~~floor~~ electronic display device in response to a state of contents of the memory based on a signal from the at least one motion sensor and detected by the controller.

55. (previously presented) The display system of claim 54, wherein the at least one motion sensor senses motion proximal to the display system.

56. (currently amended) The ~~floor~~ display system of claim 54, wherein the controller activates sensor-system illuminates the ~~floor~~ electronic display device to display in a first visual content pattern and a second visual content pattern based on a first state and a second state, respectively, of contents of the memory.

57. (currently amended) The ~~floor~~-display system of claim 56, wherein the controller activates sensor-system ~~illuminates the floor~~ electronic display device ~~in~~ to display visual content ~~a third pattern~~ based on a third state of contents of the memory.

58. (currently amended) The ~~floor~~ display system of claim 54, further comprising a sound-generating device coupled to the sensor system to generate a sound based on a signal from the motion sensor ~~sensor-system~~.

59. (canceled)

60. (canceled)

61. (canceled)

62. (currently amended) A system for conveying information, comprising:
a ~~floor~~ modifiable electronic display device configured to occupy an area of a floor;
a sound-generating device;
a motion sensor;
a controller coupled to the motion sensor, the ~~floor~~ electronic display device and the
sound-generating device; and
a memory coupled to the controller;
wherein the controller causes the ~~floor~~ electronic display device to display present a first
visual content illuminated display or the sound-generating device to generate a sound in response
to a first state of contents of the memory based on a signal from the motion sensor and detected
by the controller.
63. (currently amended) The system of claim 62, wherein the controller causes the ~~floor~~
electronic display device to display present a second visual content illuminated display in
response to a second state of contents of the memory based on a signal from the motion sensor
and detected by the controller.
64. (currently amended) The system of claim 63, wherein the controller causes the ~~floor~~
electronic display device to display present a third visual content illuminated display in response
to a third state of contents of the memory based on a signal from the motion sensor and detected
by the controller.
65. (currently amended) A system for advertising comprising:
a sensor;
an output device for generating sound;
a ~~floor~~ modifiable electronic display configured to occupy an area of a floor and to
convey that conveys marketing information for a product including location information for the
product that is proximal to the floor display;
a memory comprising instructions for generating sound from the output device; and

a controller in electrical connection with the output device, the sensor, and the memory, the controller executing instructions in response to a signal generated by the memory.

66. (previously presented) The system of claim 65, wherein the sensor is a motion sensor.

67. (currently amended) The system of claim 66, wherein the motion sensor is adapted to sense motion proximal to the ~~floor~~ electronic display.

68. (previously presented) The system of claim 65, wherein the memory instructions comprise instructions for generating a first sound output and instructions for generating a second sound output.

69. (previously presented) The system of claim 68, wherein the controller (i) executes the instructions for generating the first sound output in response to a first signal from the sensor, and (ii) executes the instructions for generating the second sound output in response to a second signal from the sensor.

70. (previously presented) The system of claim 65, wherein the output device is at least one speaker.

71. (canceled)

72. (currently amended) The system of claim ~~71~~ 65, wherein the memory further comprises instructions for displaying a first visual content on ~~illuminating the floor~~ electronic display in a first pattern and instructions for displaying a second visual content on ~~illuminating the electronic floor display in a second pattern~~.

73. (currently amended) The system of claim 72, wherein the controller (i) executes the instructions for displaying a first visual content on ~~illuminating the floor~~ electronic display in the

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~~first pattern~~ in response to a first signal from the sensor, and (ii) executes the instructions for displaying a second visual content on illuminating the floor electronic display in a second pattern in response to a second signal from the sensor.

74. (previously presented) The system of claim 65, wherein the sensor is proximal to the floor display.